TITLE INDEX

AASDJ (See Association for Education in Journalism)
AEJ (See Association for Education in Journalism)
ASJSA (See Association for Education in Journalism)
Agerpres, the Rumanian National News Agency, *T. E. Kruglak*.....343
Articles on Mass Communications in Magazines of the U. S. A., edited by *Harold L. Nelson*.....106, 244, 380, 504
Association for Education in Journalism
Financial Reports for 1957.....262
Official Minutes of the 1957 Convention.....131
Book Reviews, edited by *Malcolm S. MacLean Jr.*.....91, 226, 355, 478
Comparative Newspaper Handling of the Emmett Till case, *Warren Breed*.....291
Comprehensibility of Initials in Headlines, *Adolph O. Goldsmith*.....212
"Crash" Coverage of U. S. Media in Hungary and Middle East, *Theodore E. Kruglak* 15
Development of Journalism in Nigeria, *Esuakema U. Oton*..... 72
Distance and News Interest: Scarperia, Italy, *Malcolm S. MacLean Jr.* and *Luca Pinna* 36
Economic Research and the Mass Media, *J. Edward Gerald*..... 49
Editorializing on the Air by U. S. Television Stations, *Roy Wetzel*.....472
Effect of Assigned Newspaper Reading on Knowledge of News, *James E. Brinton*... 80
Effects of Newspaper Competition on Press Service Resources, *Bryant Kearl*..... 56
A Factor Analysis of Language Elements Affecting Readability, *James E. Brinton* and *Wayne A. Danielson*.....420
The First Sunday Paper: A Footnote to History, *Frank Luther Mott*.....443
Folklore in the Newspapers, *John T. Flanagan*.....205
Foreign Communications, edited by *Robert W. Desmond*.....65, 343, 450
Further Directions for Readability Research, *Richard D. Powers and Bryant E. Kearl* 427
How Does Commercial Television Affect British Viewing?, *John T. Suchy*..... 65
The Impact of the 1955-56 Detroit Newspaper Strike, *Charles F. Cannell* and *Harry Sharp* 26
Journalism in the Small Liberal Arts Colleges, *Lyle M. Crist*.....348
Journalism Research and Scientific Method: I, *Bruce H. Westley*.....161
Journalism Research and Scientific Method: II, *Bruce H. Westley*.....307
Journalism Research Around the World, *Raymond B. Nixon*..... 3
Journalism Teaching: A Forum for AEJ Members.....80, 216, 348, 459
The Labor Press as a Leadership Tool, *Richard A. Garver*.....324
Language Ability as a Factor in "Cloze" Scores, *J. K. Hvistendahl*.....353
Liberal Arts and Journalism: A Study of Curricula Structure, *Walter Wilcox*.....459
Listener Opinions of Radio-TV Advertising Claims, *Pat Cranston*.....285
The Maryland Gazette: America's Oldest Newspaper?, *William White*.....439
Mental Health Attitudes of Youth as Influenced by a Comic Strip, *Arnold M. Rose*..333
Needed: A New Look in Photojournalism Courses, *George S. Bush*.....216
News Notes, edited by *Robert Root*.....147, 265, 395, 521
News Reading Behavior and Social Adjustment, *Mary Alice Turner*.....199
Newspapers of a State as a News Network, *Wilbur Schramm*.....177
Oregon Seniors Rewrite Theses for Publication, *Charles T. Duncan*..... 85
Other Books and Pamphlets on Journalistic Subjects, compiled by *Eleanor Blum*.....103, 241, 377, 500
The Peruvian Press and the Nixon Incident, *Marvin Alisky*.....411
Practitioners Cooperate with Public Relations Teachers, *Raymond Simon*.....221
Press Coverage of Two Michigan Congressional Elections, *Douglas Kelley*.....447
Recruiting of News-Editorial Personnel by U. S. Newspapers, *William R. Lindley*..474
Religious Journalism in Theological Seminaries, *James E. Sellers*.....464
The "Remarkable Mystery" of James Rivington, "Spy," *John L. Lawson*.....317
Report on Current Research in Schools of Journalism, compiled by *Warren C. Price* 122
Research in Brief.....87, 224, 351, 472

A Selected Bibliography from Foreign Journals, edited by *L. John Martin*....114, 251, 387, 514
Slight Drop in Demand for Journalism Graduates, *Charles T. Duncan*....469
The Social Anatomy of the Romance-Confession Cover Girl, *George Gerbner*....299
The Soviet Press, the UN and Korea: A Case Study, *Edward B. Richards*....455
Survey of Introductory Courses in Journalism, *Jerrold L. Werthimer*.... 84
Ten Semantic Tangles and the Threat of War, *Stuart C. Dodd*....170
Testing Representativeness of Mail Samples of Newspapers, *Paul J. Deutschmann* and *John B. Adams*....351
Testing Suitability of Typefaces for Editorial Subject-Matter, *Jack B. Haskins*....186
Use of Foreign News by 19 Minnesota Dailies, *Ralph D. Casey* and *Thomas H. Copeland Jr.*.... 87
Weekly Newspapers Again Facing Challenge to Move, *John Cameron Sim*....195
What Advertising Graduates Think About Their Education, *Jack Z. Sissors*....220
What Foreign Students Think of Our Press, *Philip French* and *Jerome Ellison*....183
Who Covers Entertainment for Metropolitan Dailies?, *Stanley Meisler*....224
Who Teaches Public Relations?, *Donald W. Krimel*....475
William Cowper Brann and His "Iconoclast," *William L. Rivers*....433

AUTHOR INDEX

ADAMS, JOHN B. (with PAUL J. DEUTSCHMANN), Testing Representativeness of Mail Samples of Newspapers....351
ALISKY, MARVIN, The Peruvian Press and the Nixon Incident....411
BLUM, ELEANOR (compiler), Other Books and Pamphlets on Journalistic Subjects....103, 241, 377, 500
BREED, WARREN, Comparative Newspaper Handling of the Emmett Till Case....291
BRINTON, JAMES E., Effect of Assigned Newspaper Reading on Knowledge of News.. 80
——— (with WAYNE A. DANIELSON), A Factor Analysis of Language Elements Affecting Readability 420
BUSH, GEORGE S., Needed: A New Look in Photojournalism Courses....216
CANNELL, CHARLES F. (with HARRY SHARP), The Impact of the 1955-56 Detroit Newspaper Strike 26
CASEY, RALPH D. (with THOMAS H. COPELAND JR.), Use of Foreign News by 19 Minnesota Dailies 87
COPELAND, THOMAS H., JR. (with RALPH D. CASEY), Use of Foreign News by 19 Minnesota Dailies 87
CRANSTON, PAT, Listener Opinions of Radio-TV Advertising Claims....285
CRIST, LYLE M., Journalism in the Small Liberal Arts Colleges....348
DANIELSON, WAYNE A. (with JAMES E. BRINTON), A Factor Analysis of Language Elements Affecting Readability 420
DESMOND, ROBERT W. (editor), Foreign Communications....65, 343, 450
DEUTSCHMANN, PAUL J. (with JOHN B. ADAMS), Testing Representativeness of Mail Samples of Newspapers....351
DODD, STUART CARTER, Ten Semantic Tangles and the Threat of War....170
DUNCAN, CHARLES T., Oregon Seniors Rewrite Theses for Publication.... 85
———, Slight Drop in Demand for Journalism Graduates....469
ELLISON, JEROME (with PHILIP FRENCH), What Foreign Students Think of Our Press 183
FLANAGAN, JOHN T., Folklore in the Newspapers....205
FRENCH, PHILIP (with JEROME ELLISON), What Foreign Students Think of Our Press 183
GARVER, RICHARD A., The Labor Press as a Leadership Tool....324
GERALD, J. EDWARD, Economic Research and the Mass Media.... 49
GERBNER, GEORGE, The Social Anatomy of the Romance-Confession Cover Girl...299
GOLDSMITH, ADOLPH O., Comprehensibility of Initials in Headlines....212
HASKINS, JACK B., Testing Suitability of Typefaces for Editorial Subject Matter....186
HVISTENDAHL, J. K., Language Ability as a Factor in "Cloze" Scores....353

KEARL, BRYANT E., Effects of Newspaper Competition on Press Service Resources.. 56
——— (with RICHARD D. POWERS), Further Directions for Readability Research...427
KELLEY, DOUGLAS, Press Coverage of Two Michigan Congressional Elections.....447
KRIMEL, DONALD W., Who Teaches Public Relations?.....475
KRUGLAK, T. E., Agerpres, the Rumanian National News Agency.....343
———, "Crash" Coverage of U. S. Media in Hungary and Middle East..... 15
LAWSON, JOHN L., The "Remarkable Mystery" of James Rivington, "Spy".....317
LINDLEY, WILLIAM R., Recruiting of News-Editorial Personnel by U. S. Newspapers..474
MACLEAN, MALCOLM S., JR. (editor), Book Reviews.....91, 226, 355, 478
——— (with LUCA PINNA), Distance and News Interest: Scarperia, Italy..... 36
MARTIN, L. JOHN (editor), A Selected Bibliography from Foreign Journals.....114, 251, 387, 514
MEISLER, STANLEY, Who Covers Entertainment for Metropolitan Dailies?.....224
MOTT, FRANK LUTHER, The First Sunday Paper: A Footnote to History.....443
NELSON, HAROLD L. (editor), Articles on Mass Communications in Magazines of the U. S. A.....106, 244, 380, 504
NIXON, RAYMOND B., Journalism Research Around the World..... 3
OTON, ESUAKEMA U., Development of Journalism in Nigeria..... 72
PINNA, LUCA (with MALCOLM S. MACLEAN), Distance and News Interest: Scarperia, Italy 36
POWERS, RICHARD D. (with BRYANT E. KEARL), Further Directions for Readability Research 427
PRICE, WARREN C. (compiler), Report on Current Research in Schools of Journalism 122
RICHARDS, EDWARD B., The Soviet Press, the UN and Korea: A Case Study.....455
RIVERS, WILLIAM L., William Cowper Brann and His "Iconoclast".....433
ROOT, ROBERT (editor), News Notes.....147, 265, 395, 521
ROSE, ARNOLD M., Mental Health Attitudes of Youth as Influenced by a Comic Strip 333
ROWLAND, D. WAYNE, The Press in the Korean Republic.....450
SCHRAMM, WILBUR, Newspapers of a State as a News Network.....177
SELLERS, JAMES E., Religious Journalism in Theological Seminaries.....464
SHARP, HARRY (with CHARLES F. CANNELL), The Impact of the 1955-56 Detroit Newspaper Strike 26
SIM, JOHN C., Weekly Newspapers Again Facing Challenge to Move.....195
SIMON, RAYMOND, Practitioners Cooperate with Public Relations Teachers.....221
SISSORS, JACK Z., What Advertising Graduates Think About Their Education.....220
SUCHY, JOHN T., How Does Commercial Television Affect British Viewing?..... 65
TURNER, MARY ALICE, News Reading Behavior and Social Adjustment.....199
WERTHIMER, JERROLD L., Survey of Introductory Courses in Journalism..... 84
WESTLEY, BRUCE H., Journalism Research and Scientific Method: I, II.....161, 307
WETZEL, ROY, Editorializing on the Air by U. S. Television Stations.....472
WHITE, WILLIAM, The Maryland Gazette: America's Oldest Newspaper?.....439
WILCOX, WALTER, Liberal Arts and Journalism.....459

BOOK REVIEW INDEX

ANDERSON and WOMACK, Processes in Writing, *Hyman A. Enzer*.....498
BAKER, Printers and Technology, *L. L. Hawkes*..... 96
BARBER, Social Stratification, *Sidney Kobre*.....229
BECKER, Television Plays for Writers, *Ray J. Stanley*.....370
BECKER and BOSKOFF (editors), Modern Sociological Theory, *Roy E. Carter Jr.*.....356
BERRY, Journalism Today, *Hyman A. Enzer*.....491
BLICKLE and HOUP, Reports for Science and Industry, *James Stokley*.....496
BLOCH, Miscegenation, Melaleukation, and Mr. Lincoln's Dog, *Harold L. Nelson*...359
BLOOM, Samuel Johnson in Grub Street, *Henry Ladd Smith*.....234
BURACK (editor), Television Plays for Writers, *Roy J. Stanley*.....370

CBS News Staff, Television News Reporting, *Robert Lindsay*....495
Callihan, Grammar for Journalists, *Warren C. Price*....241
Cameron, Emerson, Thoreau and Concord in Early Newspapers, *William White*...360
Cardozier, Public Relations for Vocational Agriculture, *Wallace Abel*....366
Carter and McGinnis, Effective Reading for College Students, *Wayne A. Danielson*....498
Chall, Readability, *Richard D. Powers*....480
Chapin, Mass Communications: A Statistical Analysis, *James E. Brinton*.... 93
Churchill, What I Said About the Press, *John T. McNelly*....237
Conway (editor), How Do We Communicate?, *Francis C. Byrnes*....366
Cutlip (compiler), A Public Relations Bibliography, *Francis C. Byrnes*....367
Cutlip and Center, Effective Public Relations, 2d ed., *Edwin Emery*....494
Daugherty, A Psychological Warfare Casebook, *Hideya Kumata*....362
Durkheim, Professional Ethics and Civic Morals, *P. F. Griffin*....499
Editorially Speaking: v. 15, *John B. Adams*....238
Edwards, The Social Desirability Variable in Personality Assessment and Research, *Richard F. Carter*....356
Farnsworth, The Social Psychology of Music, *Jean S. Kerrick*....481
Fattorello (editor), Saggi E Studi di Pubblicistica, *T. E. Kruglak*....489
Ferguson, Editing the Small Magazine, *William White*....361
Festinger, A Theory of Cognitive Dissonance, *Wayne A. Danielson*....227
Field, Television and Radio Writing, *Robert Lindsay*....239
Grannis (editor), What Happens in Book Publishing, *Joseph A. Brandt*....235
Griffith and Mayer, The Movies, *A. Nicholas Vardac*.... 97
Hagemann, Dankt die Presse ab?, *Ralph O. Nafziger*.... 94
Haggard, Intraclass Correlation and the Analysis of Variance, *James E. Brinton*....482
Harlow, Social Science in Public Relations, *Scott M. Cutlip*....367
Harral, The Feature Writer's Handbook, *Charles E. Higbie*....491
Hickman and Kuhn, Individuals, Groups, and Economic Behavior, *J. Edward Gerald*....483
Hill, Corporate Public Relations, *Scott M. Cutlip*....367
Holt, Radio Free Europe, *Richard A. Garver*....492
Hoover, Masters of Deceit, *Frederic E. Merwin*....363
Hovland, The Order of Presentation in Persuasion, *Wilbur Schramm*.... 91
Hymes, Production in Advertising and the Graphic Arts, *Harold W. Wilson*....496
Johnson, Peril and Promise, *Raymond B. Nixon*.... 94
Kapferer, Market Research Methods in Europe, *John W. Crawford*....372
Khurshid, Newsletters in the Orient, *Yeruva V. L. Rao*....490
Kobre, Press and Contemporary Affairs, *Richard L. Disney Jr.*....360
Lafitte, The Person in Psychology, *Percy H. Tannenbaum*....228
Lanser (editor), Second Rate Brains, *Malcolm S. MacLean*....375
Likert and Hayes (editors), Some Applications of Behavioural Research, *Lionel C. Barrow Jr.*....483
McCarthy, Introduction to Statistical Reasoning, *Guido H. Stempel III*....485
Martin, International Propaganda, *Albert G. Pickerell*....364
Martineau, Motivation in Advertising, *S. Watson Dunn*....373
May and Lumsdaine, Learning from Films, *Edgar Crane*....484
Mencken, Prejudices, *Walter Gieber*....234
Mooney and Dale (editors), Inflation or Recession?, *Richard L. Disney Jr.*....238
Morris, Deadline Every Minute, *Harold L. Nelson*.... 98
Nafziger and White (editors), Introduction to Mass Communications Research, *Robert L. Jones*....479
Noelle and Neumann, Jahrbuch der Öffentlichen Meinung, 1957, *Joseph A. Brandt*....365
Parkinson, Parkinson's Law, *Ralph O. Nafziger*....500
El Periodismo, Teoria y Practica, 2d ed., *Bruce Underwood*....102
Pinto, De Sola and Rodway, The Common Muse, *Edwin H. Ford*....100
Piper and Davie, Guide to Technical Reports, *James E. Stokley*....496

ROBERTS (editor), Can We Meet the Russians Halfway?, *Kenneth N. Stewart*.....376
ROCKEFELLER BROTHERS FUND, The Challenge to America, *John W. Crawford*.....377
ROSS and BOSTIAN, Time Use Patterns and Communications Activities of Wisconsin Farm Families in Wintertime, *Arthur M. Barnes*.....485
ROYAL COMMISSION ON BROADCASTING, Report, *Burton Paulu*.....371
RUCKER, Newspaper Circulation, *Lester L. Hawkes*.....492
SAMSTAG, Persuasion for Profit, *Scott M. Cutlip*.....100
SANDAGE and FRYBURGER, Advertising Theory and Practice, *Max Wales*.....497
SCHLESINGER, Prelude to Independence, *Fred S. Siebert*.....231
SCHREIER, Human Motivation, *Guido H. Stempel III*.....92
SILLS, The Volunteers, *Edgar Crane*.....238
SONDEL, The Humanity of Words, *Bruce H. Westley*.....357
SPITZ, No and Yes, *Jean S. Kerrick*.....228
STEIN and CLOWARD (editors), Social Perspectives on Behavior, *Robert C. Sorensen*..486
STEINBERG, The Mass Communicators, *Francis C. Byrnes*.....369
STEPHAN and MCCARTHY, Sampling Opinions, *Chilton R. Bush*.....493
STOCK and THELEN, Emotional Dynamics and Group Culture, *Ralph Norman Haber*.....487
UNESCO, The Training of Journalists, *Raymond B. Nixon*.....488
UNESCO, World Illiteracy at Mid-Century, *Hideya Kumata*.....240
WALES, GENTRY and WALES, Advertising Copy, Layout and Typography, *Roland L. Hicks*.....374
WOOD, The Story of Advertising, *J. Edward Gerald*.....374